



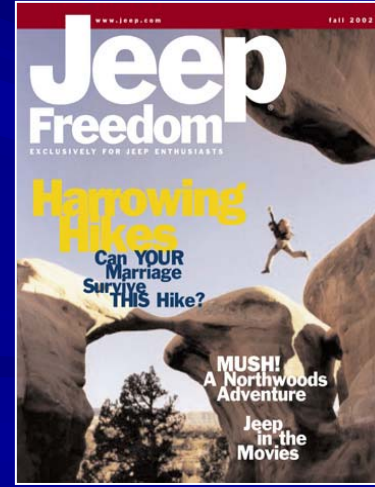
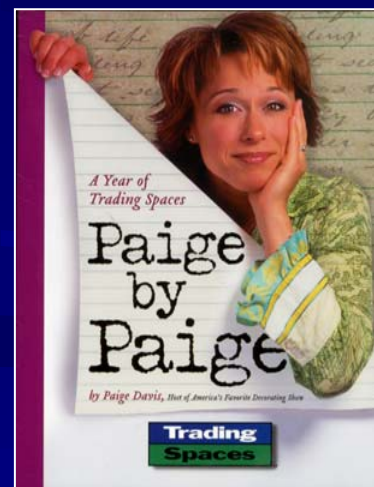
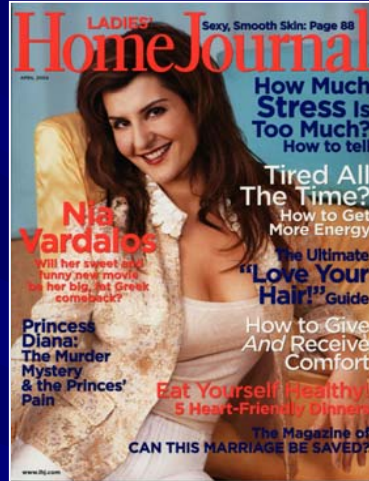
Bear Stearns 17<sup>th</sup> Annual Media,  
Entertainment and Information Conference  
March 9, 2004

# Safe Harbor

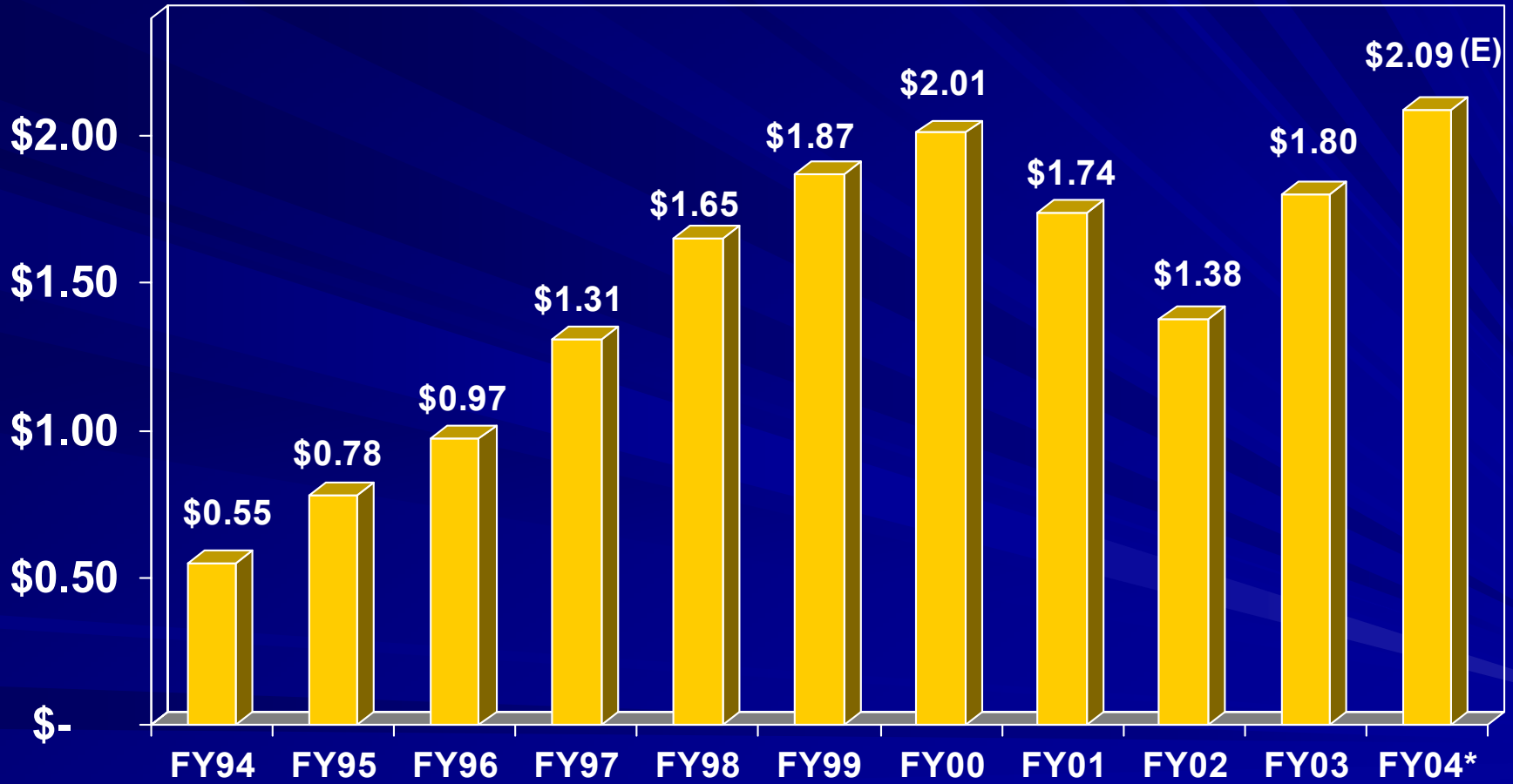
**This presentation and management's public commentary contain certain forward-looking statements that are subject to risks and uncertainties. These statements are based on management's current knowledge and estimates of factors affecting the Company's operations. Actual results may differ materially from those currently anticipated.**

**Factors that could adversely affect future results include but are not limited to: downturns in national and/or local economies; a softening of the domestic advertising market; world, national, or local events that could disrupt broadcast television; increased consolidation among major advertisers or other events depressing the level of advertising spending; the unexpected loss of one or more major clients; changes in consumer reading, purchase, order, and/or television viewing patterns; unanticipated increases in paper, postage, printing, or syndicated programming costs; changes in television network affiliation agreements; technological developments affecting products or methods of distribution; changes in legislation and government regulations affecting the Company's industries; unexpected changes in interest rates; and any acquisitions and/or dispositions. The Company undertakes no obligation to update any forward-looking statement.**

# Meredith Overview



# EPS Performance



Earnings from continuing operations adjusted for special items and SFAS No. 142.

\*First Call Consensus estimate

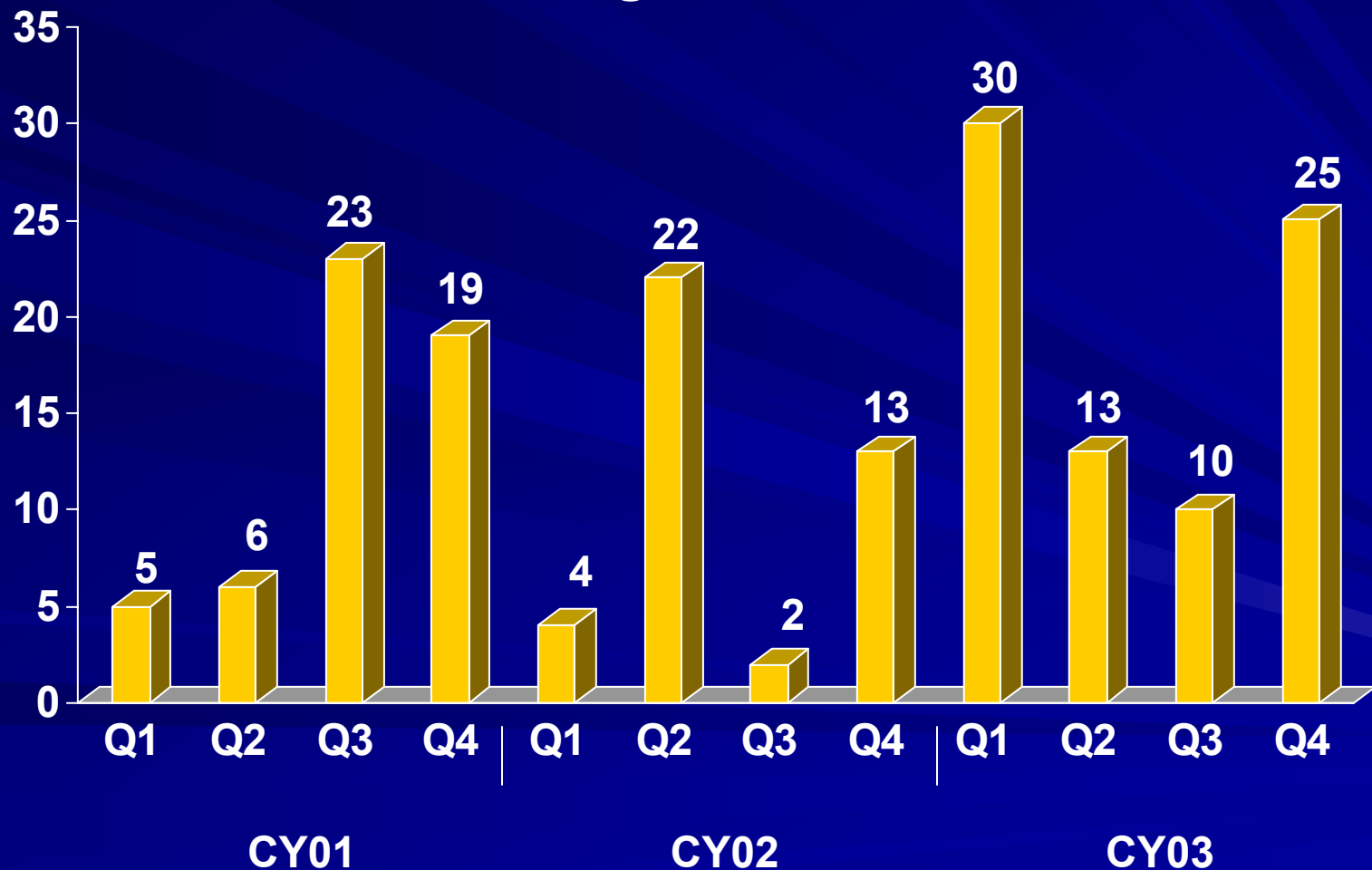
Adjusted for stock splits



# Publishing

## PIB Advertising Pages

### MDP vs. Industry Average Percentage Point Variance

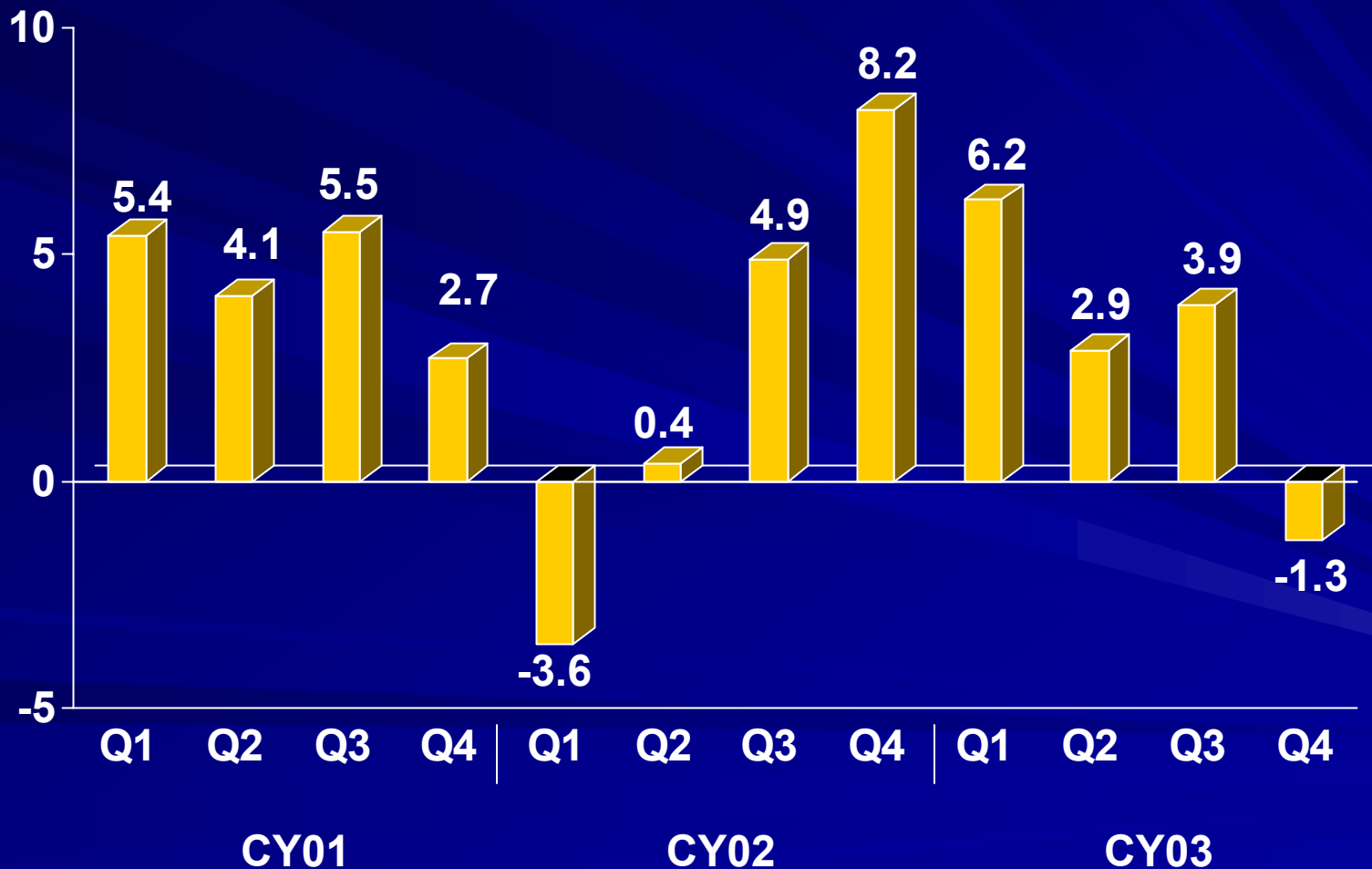


CY 2003 excludes American Baby Group

# Broadcasting

## TVB Spot Advertising

### MDP vs. Industry Average Percentage Point Variance



# Meredith Strategies

- Expand Publishing's powerful base
- Continue Broadcasting's turnaround
- Strengthen our excellent financial position

# Long-term Financial Targets

## Annual EPS Growth

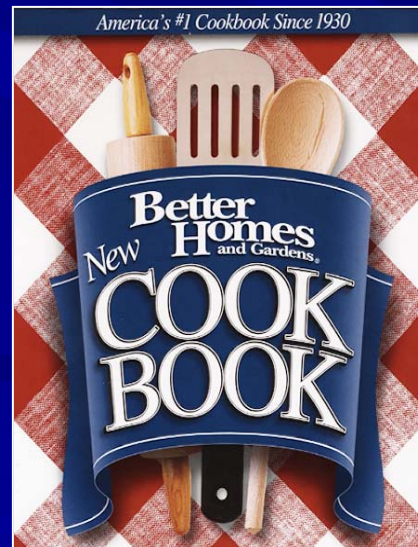
- Low double digits in non-political years
- Mid-to-high teens in political years

## Segment Margins

- 20% operating profit in Publishing
- 40% EBITDA in Broadcasting



# Publishing



# Publishing Growth Strategies

- Grow and expand magazine portfolio
- Extend and develop brands
- Enhance product sales
- Capture potential in Hispanic market
- Expand non-magazine operations

# Magazine Advertising

## First Six Months FY 2004 Performance

	Ad Pages 6 Mos.		
	<u>FY 2004</u>	<u>FY 2003</u>	<u>Change</u>
<i>BHG</i>	994	902	10%
<i>LHJ</i>	653	567	15%
<i>Country Home*</i>	448	334	34%
<i>Traditional Home</i>	475	349	36%
<i>MORE</i>	284	236	20%
<i>Midwest Living</i>	299	235	27%

\**Country Home* published one additional issue in Fiscal 2004.



# Magazine Market Share

	6 Mos. FY <u>2004</u>	6 Mos. FY <u>2003</u>
<u>Total Meredith</u>	<u>6.7%</u>	<u>5.7%</u>
<i>BHG</i>	31.7%	31.3%
<i>LHJ</i>	12.6%	11.6%
<i>Country Home</i>	23.6%	16.6%
<i>Traditional Home</i>	19.4%	14.3%

Source: PIB revenues

Meredith is compared to all publishers. BHG and LHJ are compared to women's service field.

*Country Home* is compared to *Country Living*, *Home*, *House Beautiful*, and *Martha Stewart Living*.

*Traditional Home* is compared to *Architectural Digest*, *House & Garden*, *House Beautiful*, *Metropolitan Home*, and *Elle Decor*.

# Magazine Circulation

<u>Magazine</u>	2004 Rate <u>Base*</u>	<u>Subscription</u>	<u>Newsstand</u>
<i>BHG</i>	7,600	96%	4%
<i>LHJ</i>	4,100	91%	9%
<i>Country Home</i>	1,250	87%	13%
<i>Traditional Home</i>	950	80%	20%
<i>MORE</i>	950	86%	14%
<i>Midwest Living</i>	900	92%	8%

\* In thousands

# Rate Base Growth

## Mid-size Magazines

<u>Magazine</u>	<u>2004</u>	<u>2003</u>	<u>2002</u>	<u>2001</u>	<u>Change</u>
<i>Country Home</i>	1,250	1,200	1,100	1,000	250
<i>Traditional Home</i>	950	925	825	800	150
<i>MORE</i>	950	850	700	600	350
<i>Midwest Living</i>	900	850	815	815	85
Total	4,050	3,825	3,440	3,215	835

In thousands



# Portfolio Expansion

- Expand audience to younger readers
- Enhance ad revenue
- Feed core titles
- Attract talent
- Areas of interest
  - Health
  - Parenting
  - Fitness



# Brand Extension

<u>Brand</u>	<u>Internet</u>	<u>Books</u>	<u>Brand Licensing/ Product Sales</u>	<u>Events</u>	<u>Special Pubs.</u>	<u>Add'l Sub. Titles</u>	<u>Corner- stones</u>
BHG	X	X	X	X	X	X	X
ABG	X		X	X	X	X	X
LHJ	X						X
MORE	X			X			

# Hispanic Market

## Hispanic households

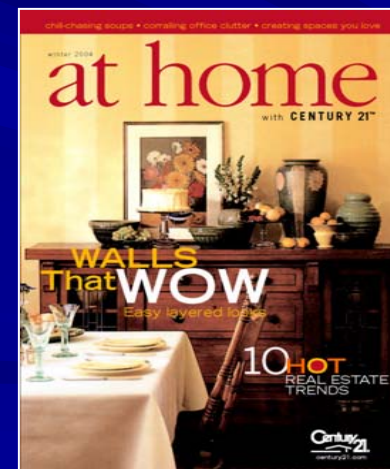
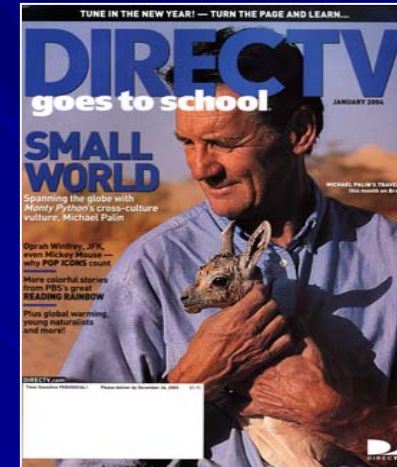
- Grow 37% from 2000 to 2010
- Represent 40% of total U.S. household growth
- Represent 13% of total U.S. households in 2010

## Meredith

- Core competencies are relevant
- ABG and book publishing are entry
- 30% of Home Interiors' sales force is Hispanic
- Hired Director of Hispanic Ventures

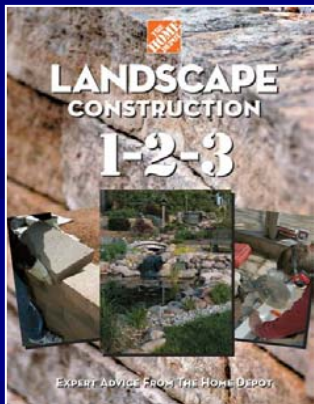
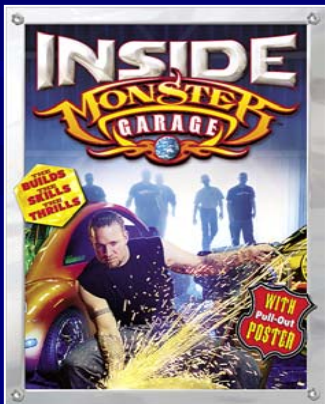
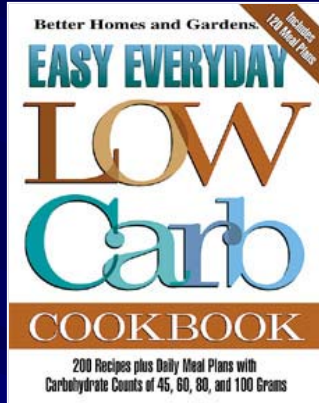
# Integrated Marketing

- FY2002—weak economy, 9-11
- FY2003—strongest year of new business development
- 2HFY 2004 and beyond
  - Retain existing relationships
  - Pursue new accounts





# Books



- Develop Meredith content
- License brands
  - The Home Depot
  - Trading Spaces
  - HGTV
  - The Food Network
- Publish books based on
  - Personalities (Paige Davis)
  - New content

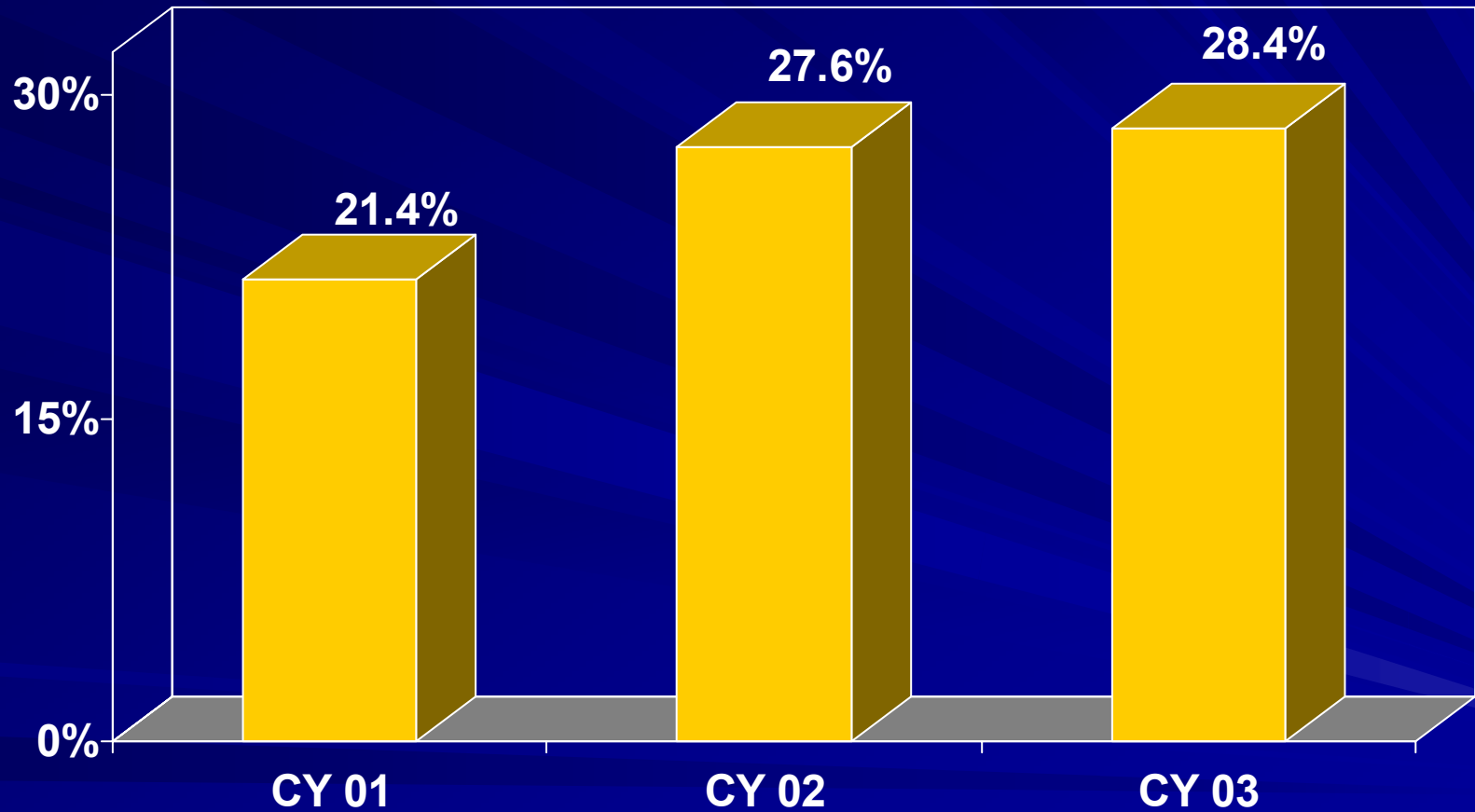
# Broadcasting Group





# Broadcasting

## EBITDA Margin



# Growth Strategies

- Strengthen news
- Sell aggressively
- Create additional sources
- Reduce programming costs

# February Sweeps

## Sign-on to sign-off Share

<u>Station</u>	<u>Feb. 2004</u>	<u>Feb. 2002</u>
WCGL-Atlanta	7	6
KPHO-Phoenix	8	6
KPTV-Portland	9	6
WFSB-Hartford	14	13
KCTV-K.C.	12	11

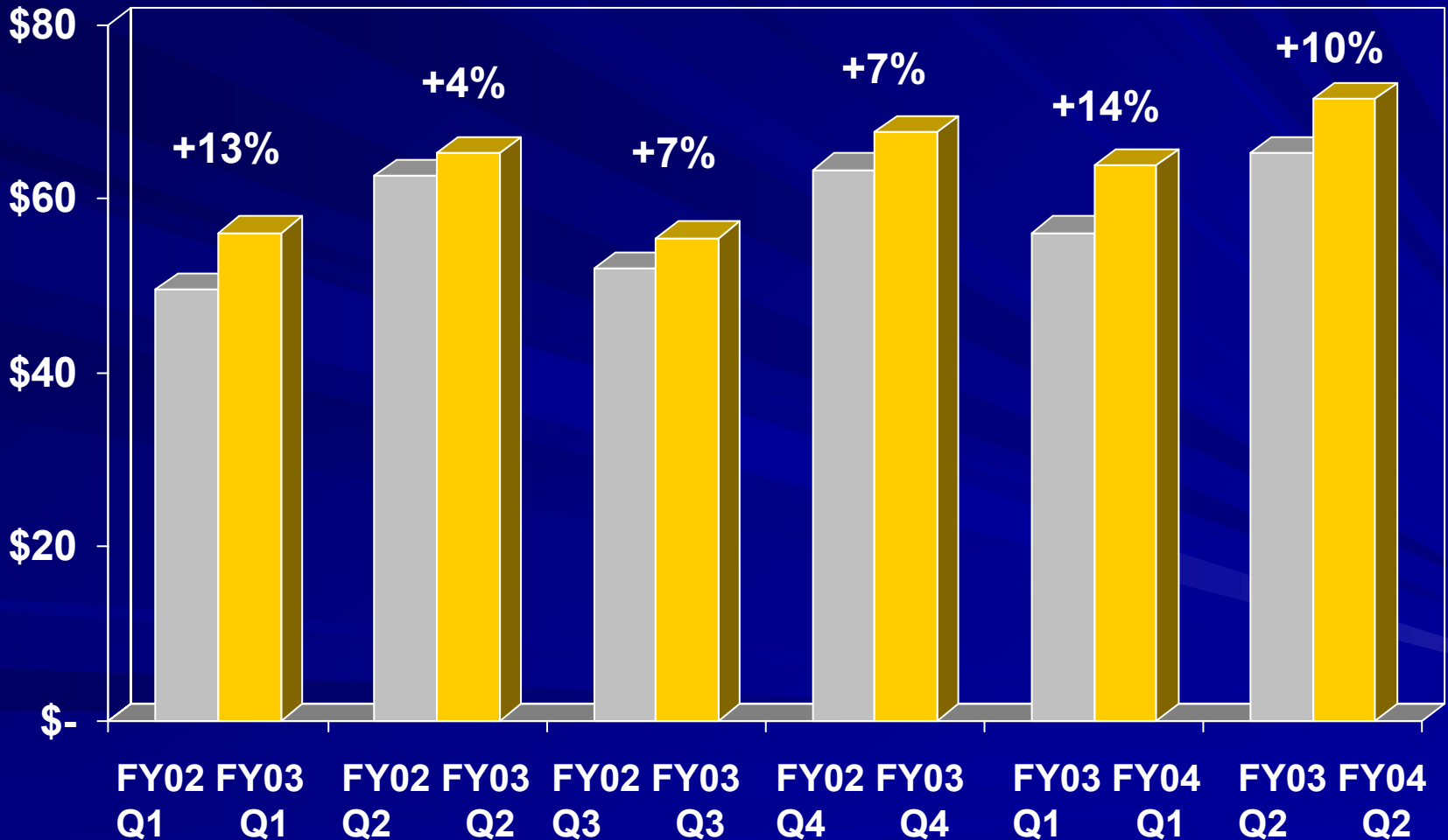
# February Sweeps

## Late News Share

<u>Station</u>	<u>Feb. 2004</u>	<u>Feb. 2002</u>
WCGL-Atlanta	8	6
KPHO-Phoenix	10	7
KPTV-Portland	11	7
WFSB-Hartford	17	13
KCTV-K.C.	16	11
KVVU-Las Vegas	9	7

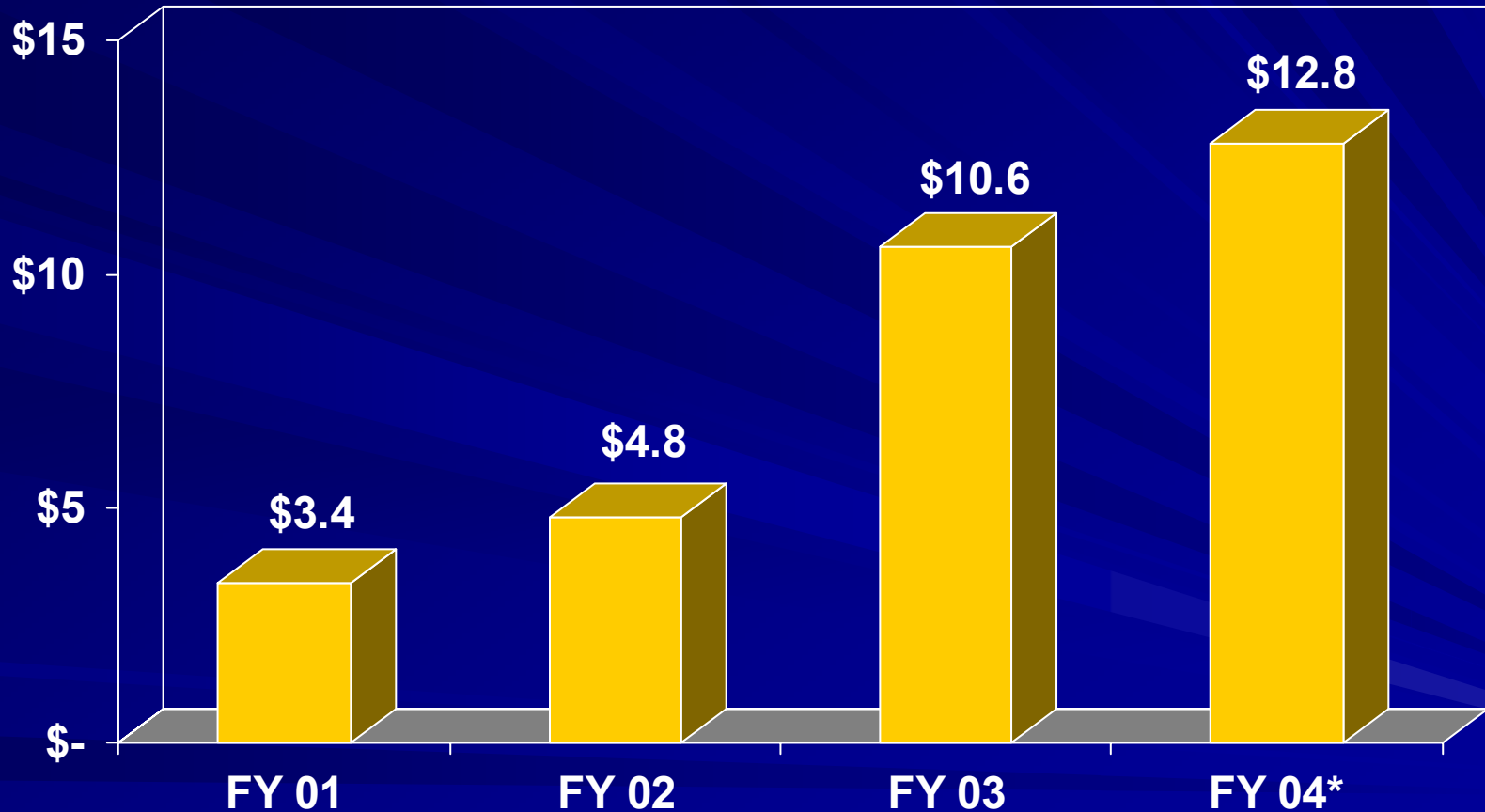
# Revenue Growth

## Same-station Non-political



# Cornerstone Programs

## Additional Revenue Source



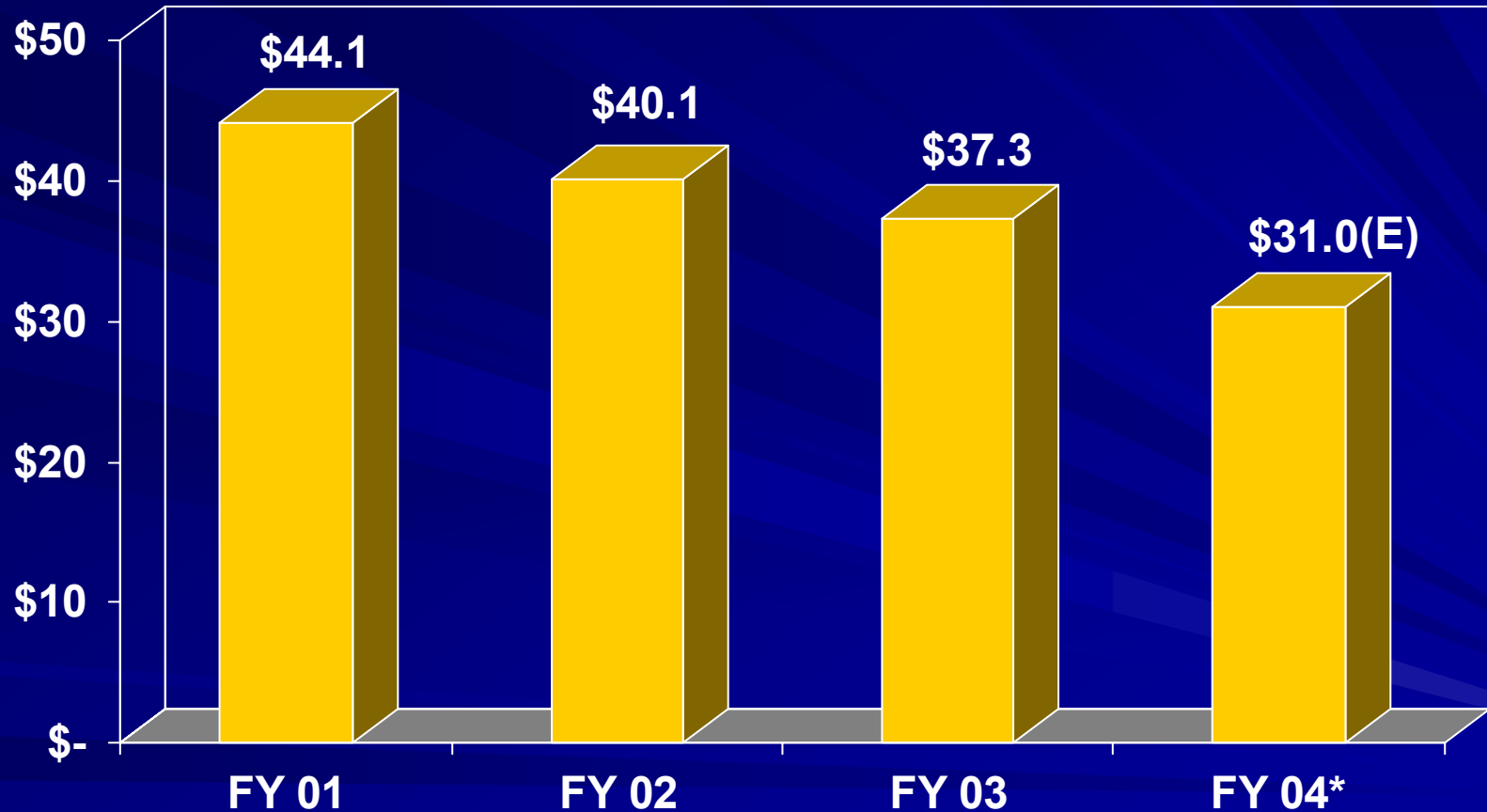
In millions

\*FY 2004 is annualized 1H FY 2004.



# Reduce Programming Costs

## Film Amortization



In millions

\*FY 2004 is an estimate.

# Continue the Momentum

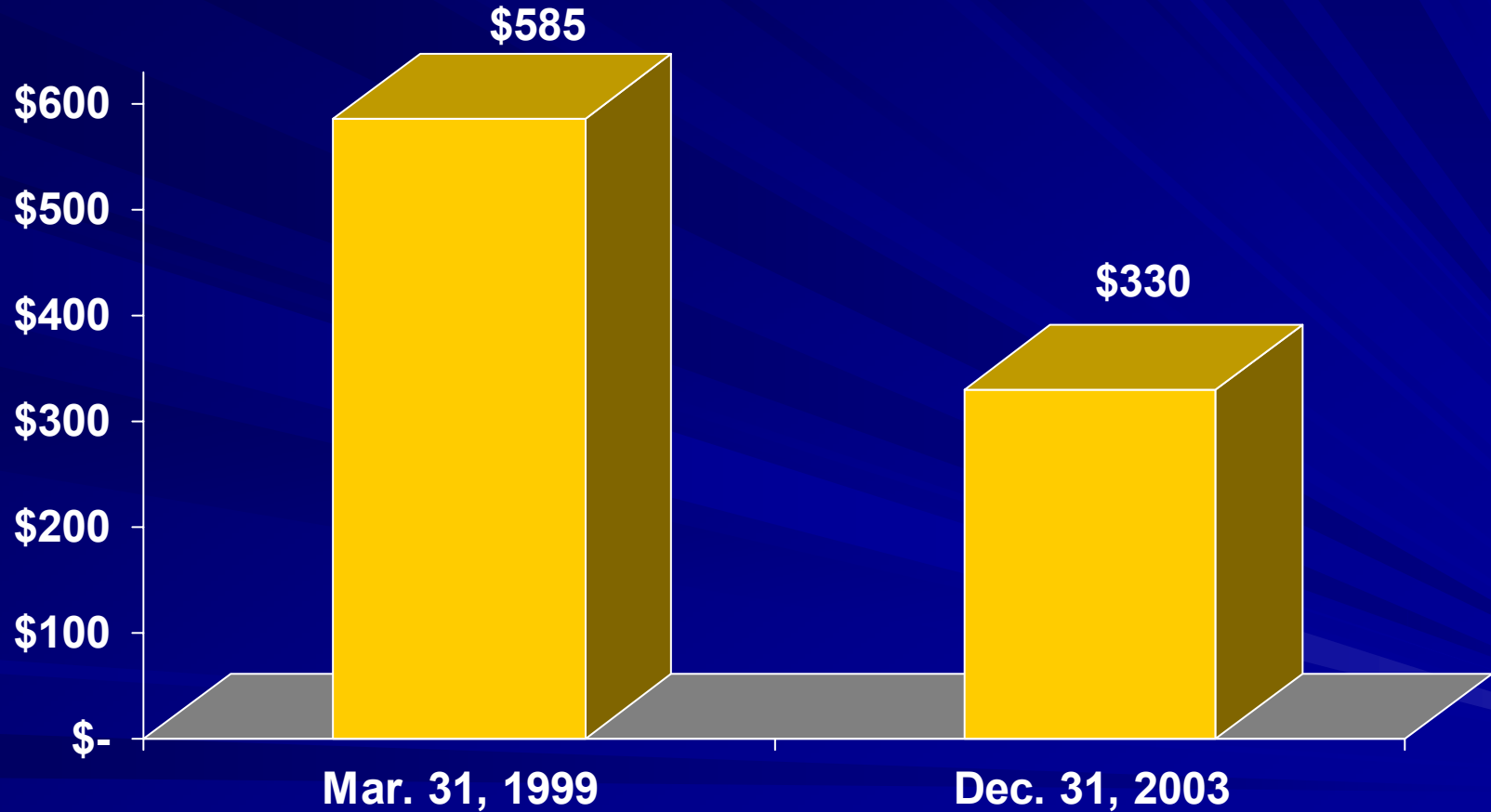
- Realize upside in largest markets
- Leverage mid-size markets
- Explore duopolies and clusters
- Improve network diversity
- Expand reach
- Maintain geographic diversity

# Strong Cash Flow

## Calendar 2000-2003

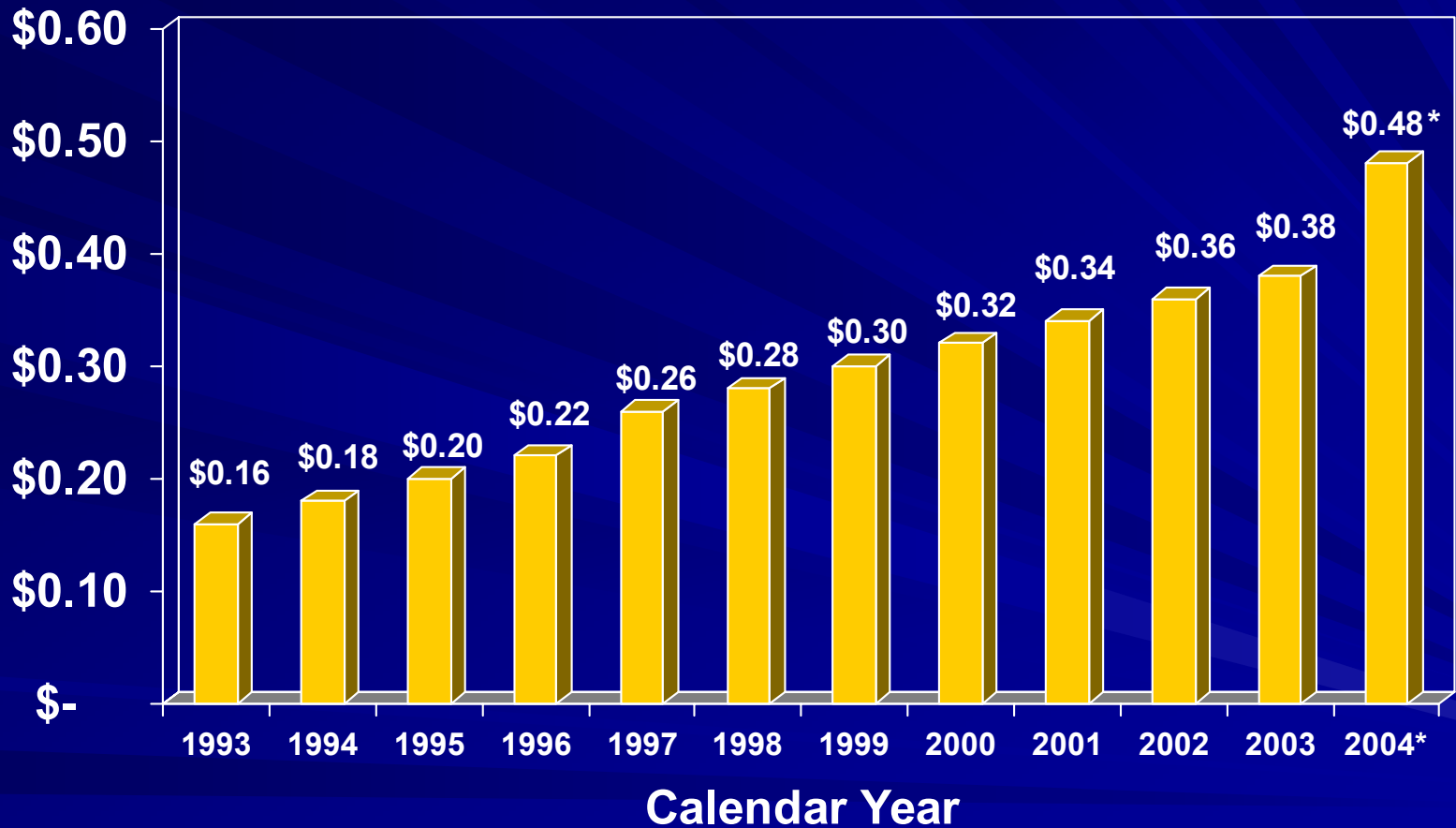
Share repurchases	\$160
Capital expenditures	140
Publishing acquisition	120
Dividends	70
<u>Debt reduction</u>	<u>200</u>
<b>Total</b>	<b><u>\$690</u></b>

# Total Debt



In millions

# Dividend Payments



\* Current rate  
Adjusted for stock splits

# Outlook

## ■ Q3-04

- Magazine ad revenues + low-to-mid single digits
- Broadcast pacsings + mid-teens
- EPS estimate \$0.62\* is achievable

## ■ FY-04—\$2.09\* is achievable



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- Continue Broadcasting's turnaround
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